



WDAF-TV

## ORDER

Print Date 10/22/12 Page 1 of 3

Flight Dates 10/16/12-10/22/12

Contract / Revision 583233 /

Original Date / Revision  
10/22/12 10/22/12

Advertiser Missouri PMCSA

Agency Smart Media Group LLC

Buying Contact

814 King Street  
Suite 400  
Alexandria, VA 22314Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product  
MISSOURI PMCSA

Agency Com 15%

Billing Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C16C22

Alt Order # 09842331

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS POL

Product Codes PL2C

Priority 2

Advertiser Ref

Order Share 25% Market Value 115000

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	28750
KCWE	%	0
KMBC	25%	28750
KMCI	%	0
KPXE	%	0
KSHB	25%	28750
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	22	\$24,437.50	\$28,750.00	0.00	10/01/12	10/22/12	22	\$24,437.50	\$28,750.00
Totals	22	\$24,437.50	\$28,750.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
2	4	10/17/12	10/17/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$500.00		0.00			
3	4	10/18/12	10/18/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$500.00		0.00			
4	4	10/19/12	10/19/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$500.00		0.00			

Contract / Revision

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	4	10/22/12	10/22/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$500.00		0.00						
7	4	10/17/12	10/17/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$500.00		0.00						
8	4	10/18/12	10/18/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---T---	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$500.00		0.00						
9	4	10/19/12	10/19/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$500.00		0.00						
10	4	10/22/12	10/22/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$500.00		0.00						
12	4	10/18/12	10/18/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---T---	:30	1	\$375.00	2	0.00	NM	1	\$375.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$375.00		0.00						
14	4	10/17/12	10/17/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	--W----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$825.00		0.00						
15	4	10/18/12	10/18/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	---T---	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$825.00		0.00						
16	4	10/19/12	10/19/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	----F--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$825.00		0.00						
17	4	10/22/12	10/22/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$825.00		0.00						
18	4	10/21/12	10/21/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS 7A SUN															



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Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser Missouri PMCSA

Product MISSOURI PMCSA

Estimate # C16C22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
18	4	10/21/12	10/21/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00	
NEWS 7A SUN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S					1	\$500.00		0.00				
21	4	10/17/12	10/17/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
FOX NEWS AT 9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----					1	\$1,800.00		0.00				
22	4	10/18/12	10/18/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
FOX NEWS AT 9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---					1	\$1,800.00		0.00				
23	4	10/19/12	10/19/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
FOX NEWS AT 9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--					1	\$1,800.00		0.00				
24	4	10/22/12	10/22/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
FOX NEWS AT 9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----					1	\$1,800.00		0.00				
25	4	10/18/12	10/18/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC (7:00 PM-10:30 PM)	---T---	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00	
NLCS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---					1	\$3,000.00		0.00				
26	4	10/18/12	10/18/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC	---T---	:30	2	\$3,000.00	1	0.00	NM	2	\$6,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---					2	\$3,000.00		0.00				
N28	4	10/22/12	10/22/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC	M-----	:30	1	\$4,375.00	1	0.00	NM	1	\$4,375.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----					1	\$4,375.00		0.00				
														Totals	22	\$28,750.00